

## One Asia Breastfeeding Partners Forum #7

Presentation by CEPHAD and LIGHT- Vietnam

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**Session I - Inappropriate Promotion of foods  
for infants and young children  
A perspective from Vietnam**

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Nov 2010

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- Gaps in Decree 21
- Some evidence on ads and promotion
- Wrong traditions give ways to formulas

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- The Prime Minister issued the Decree 21/2006/ND-CP regarding promotion and use of nutrition food for young children (from 6 to 24 months old);
- Milk ads for new born children still survive extremely well by one way or another;

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- Nice statements, cute pictures about certain milk are made appear not only on milk containers but also on various ordinary stuff such as notebooks, pens, tables, clothes, drinking glasses, bags on many more.
- The more subtle words are used, the more attractive the milk will be;

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- Milk companies attack the fear of young mothers of loosing beautiful appearance due to BF;
- Wrong tradition of diet and nutrition after giving birth is one of the reasons for inadequacy of breast milk among mums for new born kids;
- To mothers who are concerned about immunizing elements, milk companies provide them with choice of colostrum products, boasting that they even contain more the colostrum than in breast milk and the quality is compared to breast milk;

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- Influences of milk ad upon parents choice before birth about use, type of milk for their kids;
- Parents, especially mums, nowadays choose the type of milk to feed their offerings according to milk ads. They are so confused;

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- “Breast milk is the best choice for the new born and young children’s health and comprehensive development” is the very first sentence in Decree 21.
- This statement is a compulsory starting sentence of any milk ads for kids under 12 months old according to Decree 21;  
HOWEVER...

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- It is read as quickly as possible in every milk ads clips on television;
- The next sentence in the decree gives a very clear and important explanation to the first one and it is never mentioned in milk ads, which is “Breast milk contains immunising elements that help prevent and protect against diarrhea, respiratory disease and other popular diseases in children.”

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### Workshops and events to promote milk sale – Who organise?

- New born kids' parents contacts are known and called and invited to workshops on new born care counselling. Milk companies never organise these events. But milk is presented as gift and milk quality is introduced as part of the events.
- New born kids' parents contacts are likely to be provided by hospitals;

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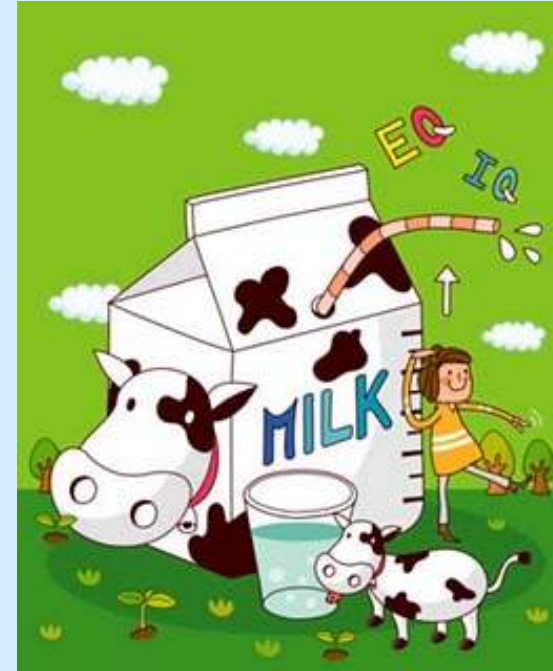


The advertisement features a blue header with the text "S-26 GOLD<sup>®</sup> NEWBORN". Below the header, there is a collection of S-26 Gold Newborn milk products: a box of "4 250ml LIQUID MILK PACKS", a large tin of "S26 GOLD HYDRATING", and two smaller boxes. The products are displayed against a white background with a black border. Below the product images, the phone number "090 346 1881" and the shop name "manhdat\_cuncon shop" are listed.

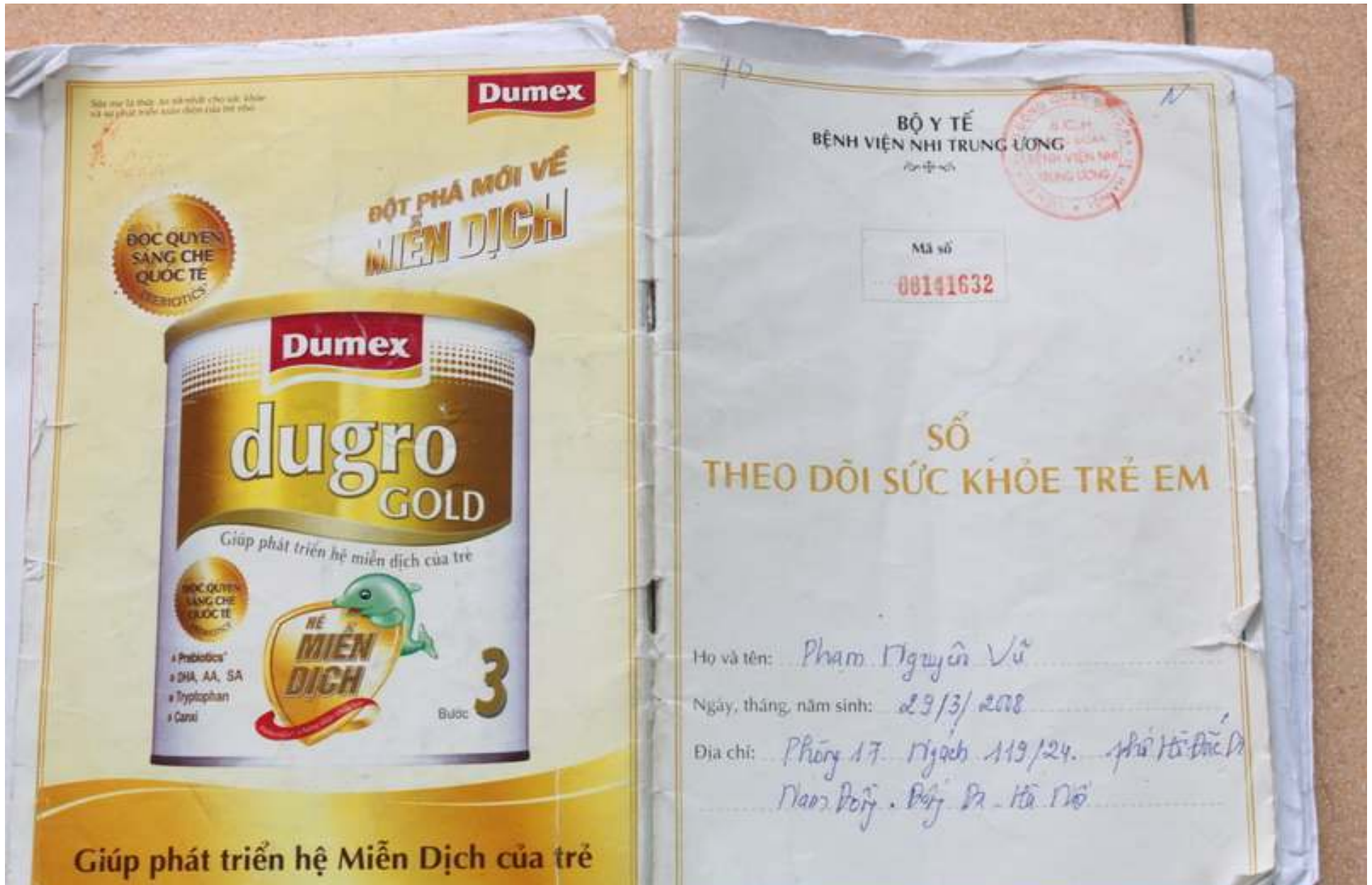
**090 346 1881**  
manhdat\_cuncon shop

**An online shop ads for hand imported milk**

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Milk ads every where



Even on the cover of children's health book!

# Dumex GOLD

GIẢM ĐẾN  
**50%**  
NGUY CƠ  
**NHIỄM TRÙNG**  
tiêu hóa do tăng sức đề kháng\*



Hãy gọi  
chúng tôi

Gửi email

Trò chuyện  
trực tuyến

\* Nghiên cứu: Buzzares et al (2009) theo dõi 491 trẻ em tại khu vực miền Bắc Việt Nam

Với khuyến mãi cào - Dumex

## Ai Cũng Trúng Quà!

Hãy gọi chúng tôi

Gửi email

Trò chuyện trực tuyến

Mums and kids excited with Lottery from Milk purchase

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**Wondering which milk to choose for the little baby!**

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**Thank you very much for your attention!**